

# MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

## Monterey County ARPA Destination Marketing Plan Scope of Work

March 2022

### **Purpose**

The primary focus of this plan is to drive tourism in Monterey County's off-season, during midweek periods, when the destination needs it most. It is designed to bolster, extend and add new elements to our destination marketing approach.

This plan will boost the recovery of Monterey County's tourism and hospitality industry business, jobs and tax from the impact of the COVID 19 pandemic. This will enable the destination to:

1. Accelerate the recovery of visitor spending which drives TOT revenue for the County
2. Assist in restoring countywide employment
3. Allow expansion of important programs including Meetings and Conferences, Agri and Eco Tourism, Air Service, South County and Wine Promotion
4. Enable Monterey County to compete more collaboratively and aggressively against a better funded competitive set

### **Executorial Guidelines**

As much as possible, programs and tactics outlined in this SOW will take into account the following guidelines:

- Inclusion of members of the Board of Supervisors for kickoffs, event engagement, speaking opportunities, interviews/quotes, etc.
- Coverage of all five districts within Monterey County
- Address the needs of underserved communities
- Collaboration and partnership with other related organizations
- Allowances for flexibility based on opportunities that may arise

### **Community Partners**

This plan is the product of collaboration and co-development between the following community partners:

- Monterey County Vintners and Growers Association
- Monterey County Hospitality Association
- Monterey County Farm Bureau
- Monterey Regional Airport
- Monterey County Business Council
- City and County partners
- Chambers of Commerce

# MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

- Partners in the Hospitality and Agriculture industries
- Other aligned associations and organizations

## **Scope of Work**

2022 (Year 1)

<b>Initiative</b>	<b>Budget</b>	<b>Deliverables/Tactics</b>
Countywide Advertising	\$250,000	<ul style="list-style-type: none"> <li>• Countywide photo and video shoot</li> <li>• Creation of campaign assets that highlight locations in all five districts</li> <li>• Extend and expand leisure media buy for spring and fall campaigns</li> </ul>
Wine Country Promotion	\$100,000	<ul style="list-style-type: none"> <li>• River Road Wine Trail Shuttle pilot program and promotional plan</li> <li>• Montereywines.org website revitalization</li> <li>• Content development and collateral library</li> <li>• (6) Dinner in the Vineyard events partnering with local Agriculture companies</li> <li>• In-state promotional events for consumers and media</li> <li>• Magical Mystery Monterey Tours</li> <li>• Promote and provide support for non-MCVGA Monterey Wine Country events and other activities</li> </ul>
Agritourism & Heritage Promotion	\$30,000	<ul style="list-style-type: none"> <li>• Digital influencer campaigns highlighting spring and fall harvest seasons tied to culinary offerings</li> <li>• Pay additional licensing fees for relevant photography from influencer campaigns</li> <li>• Development and promotion of Monterey County Artichoke Trail</li> </ul>
Meetings & Conferences, New Events	\$125,000	<ul style="list-style-type: none"> <li>• Grow partnerships with meeting planning companies to grow lead volume with association meeting planners</li> <li>• Offer special group incentive to drive lead volume</li> <li>• Hold in-market events for meeting planners</li> </ul>
Sustainable/ Eco Tourism	\$80,000	<ul style="list-style-type: none"> <li>• Launch destination partnership with <a href="#">Kind Traveler</a></li> <li>• Partner with MST on opportunities for service/shuttles to help move visitors around the county, alleviating pressure in high-traffic areas and using bus-side advertising to promote responsible travel</li> <li>• In-market geofencing campaigns in high volume areas of the county during peak season to promote responsible travel</li> </ul>

# MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

Air Service Promotion	\$135,000	<ul style="list-style-type: none"> <li>• Incentivize airlines considering new routes into MRY in partnership with airport leadership (if opportunities are not available in Y1, \$100,000 will be rolled into Y2)</li> <li>• Fly Market Media FAM with media and influencers from each current fly market</li> <li>• Co-branded airline/MRY marketing campaigns in key fly markets</li> <li>• Extend and expand leisure media buy for spring and fall campaigns in key fly markets</li> </ul>
-----------------------	-----------	---

## 2023 (Year 2)

Initiative	Budget	Deliverables/Tactics
Countywide Advertising	\$200,000	<ul style="list-style-type: none"> <li>• Content series development showcasing new and/or lesser known businesses across all five districts</li> <li>• Media and promotion plan supporting release of the content series</li> <li>• Extend and expand leisure media buy for spring and fall campaigns</li> </ul>
Wine Country Promotion	\$50,000	<ul style="list-style-type: none"> <li>• Continue and refine River Road Wine Trail Shuttle program and promotional plan</li> <li>• Continue content and collateral library development</li> <li>• (6) Dinner in the Vineyard events partnering with local Agriculture companies</li> <li>• In-state promotional events for consumers and media</li> <li>• Magical Mystery Monterey Tours</li> <li>• Promote and provide support for non-MCVGA Monterey Wine Country events and other activities</li> </ul>
Agritourism & Heritage Promotion	\$70,000	<ul style="list-style-type: none"> <li>• Media partnership with relevant outlet/publication to showcase agritourism experiences and opportunities across the County</li> </ul>
Meetings & Conferences, New Events	\$125,000	<ul style="list-style-type: none"> <li>• Grow partnerships with meeting planning companies to grow lead volume with association meeting planners</li> <li>• Offer special group incentive to drive lead volume</li> <li>• Hold in-market events for meeting planners</li> </ul>
Sustainable/ Eco Tourism	\$95,000	<ul style="list-style-type: none"> <li>• Hire outside agency to create and support new Sustainable Moments campaign</li> <li>• Continue destination partnership with <a href="#">Kind Traveler</a></li> <li>• Partner with MST on opportunities for service/shuttles</li> </ul>

# MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

		<p>to help move visitors around the county, alleviating pressure in high-traffic areas and using bus-side advertising to promote responsible travel</p> <ul style="list-style-type: none"> <li>In-market geofencing campaigns in high volume areas of the county during peak season to promote responsible travel</li> </ul>
Air Service Promotion	\$62,500	<ul style="list-style-type: none"> <li>Incentivize airlines considering new routes into MRY in partnership with airport leadership (if opportunities are not available in Y2, any remaining funds will be rolled into Y3)</li> <li>Co-branded airline/MRY marketing campaigns in key fly markets</li> <li>Extend and expand leisure media buy for spring and fall campaigns in key fly markets</li> </ul>

## 2024 (Year 3)

Initiative	Budget	Deliverables/Tactics
Countywide Advertising	\$150,000	<ul style="list-style-type: none"> <li>Content series development showcasing new and/or lesser known businesses across all five district</li> <li>Media and promotion plan supporting release of the content series</li> <li>Extend and expand leisure media buy for spring and fall campaigns</li> </ul>
Wine Country Promotion	\$50,000	<ul style="list-style-type: none"> <li>Continue and refine River Road Wine Trail Shuttle program and promotional plan, develop plan for ongoing operation of shuttle</li> <li>Continue content and collateral library development</li> <li>(6) Dinner in the Vineyard events partnering with local Agriculture companies</li> <li>In-state promotional events for consumers and media</li> <li>Magical Mystery Monterey Tours</li> <li>Promote and provide support for non-MCVGA Monterey Wine Country events and other activities</li> </ul>
Agritourism & Heritage Promotion	\$90,000	<ul style="list-style-type: none"> <li>Pop-up Monterey County "farmers markets" in key drive and fly markets to promote travel and agritourism in the destination</li> </ul>
Meetings & Conferences,	\$125,000	<ul style="list-style-type: none"> <li>Grow partnerships with meeting planning companies to grow lead volume with association meeting planners</li> </ul>

# MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

New Events		<ul style="list-style-type: none"> <li>• Offer special group incentive to drive lead volume</li> <li>• Hold in-market events for meeting planners</li> </ul>
Sustainable/ Eco Tourism	n/a	<ul style="list-style-type: none"> <li>• Roll execution and promotion of new Sustainable Moments campaign into Countywide Advertising</li> </ul>
Air Service Promotion	\$62,500	<ul style="list-style-type: none"> <li>• Incentivize airlines considering new routes into MRY in partnership with airport leadership (if an opportunity is not available in Year 3, \$100,000 or any remaining funds will be rolled into additional marketing campaigns in key fly markets)</li> <li>• Co-branded airline/MRY marketing campaigns in key fly markets</li> <li>• Extend and expand leisure media buy for spring and fall campaigns in key fly markets</li> </ul>

## **Reporting**

Quarterly reports highlighting the progress of the scope of work laid out within this plan will be submitted along with standard reporting for the DSA Agencies.

This SOW and recommended budget is designed to allow flexibility and may evolve as opportunities present themselves. Any changes to the scope, timeline or budget figures will be included and explained in quarterly reports.

## **Budget Consideration & Payment Schedule**

Where applicable, amounts are inclusive of payroll costs allocated to the initiatives.

Payment schedule is proposed as follows:

April 1, 2022: \$300,000

Quarterly invoicing at \$150,000 at the beginning of each quarter thereafter for the following 10 quarters, from July 1, 2022 through October 1, 2024.